

ABSTRACT

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THE EFFECT OF BRAND IMAGE, PROMOTION, AND PRODUCT QUALITY ON CUSTOMER PURCHASE DECISION AT PT SANG PISANG INDONESIA, JAKARTA

(xviii + 95 pages; 9 figures; 31 tables; 5 appendices)

PT Sang Pisang Indonesia, or also known as Sang Pisang is a brand that sells various processed food products made from bananas. Sang Pisang was founded on November 19, 2017. The increase in the number of cafes in Jakarta shows that the business sector is really expanding.

Customer purchase decisions are crucial for every business to generate their sales. Based on previous research, brand image, promotion, and product quality have an effect on customer purchase decision.

The purpose of the research is to identify the effect of brand image, promotion, and product quality on customer purchase decision at PT Sang Pisang Indonesia, Jakarta. The sampling technique used is non-probability sampling by utilizing purposive sampling method. Due to the unknown population, the writer then used Cochran's formula that amounted to 97 samples.

According to the research result, both brand image and promotion have an effect on customer purchase decision, product quality does not have effect on customer purchase decision. However, brand image, promotion, and product quality have simultaneous effect of 12.5% on customer purchase decision in PT Sang Pisang Indonesia, Jakarta.

This research also passed the validity test, normality test, heteroscedasticity test, multicollinearity test and multiple linear regression test. The findings of the research will act as a reference to Sang Pisang to pay more attention to the brand image, promotion, and quality of the product to boost the sales of Sang Pisang.

Keywords: Brand Image, Promotion, Product Quality, Customer Purchase Decision, PT Sang Pisang Indonesia

References: 26 (2018-2023)

ABSTRAK

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PENGARUH CITRA MEREK, PROMOSI, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI PT SANG PISANG INDONESIA, JAKARTA

(xviii + 95 halaman; 9 figur; 31 tabel; 5 lampiran)

PT Sang Pisang Indonesia atau dikenal juga dengan Sang Pisang merupakan salah satu brand yang menjual berbagai produk olahan makanan berbahan dasar pisang. Sang Pisang didirikan pada 19 November 2017. Meningkatnya jumlah kafe di Jakarta menunjukkan bahwa sektor bisnis memang semakin berkembang.

Keputusan pembelian pelanggan sangat penting bagi setiap bisnis untuk menghasilkan penjualan mereka. Berdasarkan penelitian sebelumnya, citra merek, promosi, dan kualitas produk berpengaruh terhadap keputusan pembelian pelanggan.

Tujuan penelitian adalah untuk mengetahui pengaruh citra merek, promosi, dan kualitas produk terhadap keputusan pembelian pelanggan pada PT Sang Pisang Indonesia, Jakarta. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan memanfaatkan metode purposive sampling. Karena populasinya tidak diketahui, maka penulis menggunakan rumus Cochran yang berjumlah 97 sampel.

Berdasarkan hasil penelitian, baik citra merek maupun promosi berpengaruh terhadap keputusan pembelian pelanggan, kualitas produk tidak berpengaruh terhadap keputusan pembelian pelanggan. Namun citra merek, promosi, dan kualitas produk berpengaruh secara simultan sebesar 12,5% terhadap keputusan pembelian pelanggan di PT Sang Pisang Indonesia, Jakarta.

Penelitian ini juga lolos uji validitas, uji normalitas, uji heteroskedastisitas, uji multikolinearitas dan uji regresi linier berganda. Temuan penelitian ini akan menjadi referensi bagi Sang Pisang untuk lebih memperhatikan citra merek, promosi, dan kualitas produk untuk mendongkrak penjualan Sang Pisang.

Kata Kunci: Citra Merek, Promosi, Kualitas Produk, Keputusan Pembelian Pelanggan, PT Sang Pisang Indonesia

Referensi: 26 (2018-2023)